We find your record of newspapers in this section ex-tremely correct. Financial Association of Ontario (Lon-con, Ont.) Letter, Oct. 1. We have examined it thoroughly and believe it su-perior to any work of the kind. -Express (Suannon, III.) Lever. Sept. 13, 1880. ers sept. 13. eers, neeful both to advertisers and evapager men. —Western Agriculturist (Quincy, III.) We can only recent the often expressed opinion of the reas that it is almost invaluable. - Volante of licago, III.2 wher, Oct. 20 1982. So far as we know your figures of the several journals to correct - Southern Medical Record (Atlanta, Ga.) ter, Aug. 4, 1991 tier, Aug. 4, 1880). We find it greatly improved, and consider it an invalu-tional from - tohn House A Co., Columbia Junction, onto Letter, So.,

Far superior, in every respect, to all other publications

r a similar character.—Transcript (Forestville, N.Y.)

(which it work, which evidently aims to be correct in the statements - state Fidning (Minneapolis, Minn.) the same the control of the information in re-tioner bouilty is correct—Journal (Fairfield, Me.) or, and its I am much seed with your Directory, and think it the best some are yet published. Hepublican (Salem, O.) Letter seed in We get five hundred dollars the price of the volume, we must care have a copy. -E. C. Allen & Co., Augusta, Me., erize it highly, and fully realize the labor it mus we required. Burtonian (Tekamah, Neb.) Letter, Aug

most crove a work of great value to all publishers evaluable work both for advertisers and publishers -Y or ration of mainboring lournals I believe to be in ig main correct -Sentinei (Mt. Sterling, Ky.) Letter, Papers in this vicinity reported correctly so far as we now A valuable back -theconta (N. Y.) Press Letter, His a work of rare merit, and unquestionably leads all there it its class. Post (Butland, III.) Letter, Oct. 21,

The best effect in that direction that has ever been published - Temperson (Gallatin, Tenn) Letter, Aug. 17.

I think your Directory a splendid work, and I price it much - St. Johnshory (VI) taledonian Letter, Sept. 6. A legatiful volume, and reflects credit on its publish-re - Patriot Woodsecket, R. L. Letter, Aug. 18, 1880. We value the book highly Complete and comprehen-A valuable acquisition to every fournal in the country.

-New Orleans (Lat.) Country Visitor Letter, Aug. 20. Excelent As near complete and accurate as you can well get one - Packet (Orilla, Ont.) Letter, Aug. 23. Farette Far ahead of any other. I always use it for precise - Argus (Alameda, Cal.) Letter, Aug. 13. Counciling to be of great value to advertisers and publishers -- themos (St. Charles, Mo.) Letter, Aug. 14. Historical I would not be without one for any name - 1: ec Press (Action, Out.) Letter, Aug. 31. The any one of any value to advertisers, -Republika-er (Yountein City, Wis.) Letter, Sept. 29, 1880. Fail complete, and all that such a work should be .- Banner (Warrenton, Mo.) Letter, Sept. 25, 1880.

Pair and impartial, and generally correct.-Delaware County Gazette a liester, Pa.; Letter, Aug. 9. A complete work, and handy to have around.-Advo A most beautiful and valuable work .- Social Science Journal (Chicago, Ill.) Letter, Sept. 3, 1880. Westiny of the high reputation of your house. - Agricul-grist (be Land, Fin.) Letter, Aug. 11, 1880. We are very much pleased with the book.-Times-Course Harrisonville, Mo. Letter, Oct. 5. (Most excellent.—American Journal of Science and Arts New Haven, Conn.) Letter, Aug. 5, 1889. Very admirable book. Can find no fault with it. Democrat (Mt. Sterling, Kv.) Letter, Aug. 20. A necessity to the advertising and commercial world.-News (Fexarkana, Tex.) Letter, Aug. 12. A credit to the press in every respect -El Fronterizo A carefully arranged and reliable work.-Republican (Westhold, N. Y.) Letter, Aug. 10, 1880. Ji (s most complete, and I prize it highly.—Ensign (Brighton, Ont.) Letter, Sept. 27, 1880.

Has cost great labor and painstaking .-- Herald & Geor-

An excellent work, and completely fills the bill.-Emperia Kan. Sentinel Letter, Aug. 14 The most complete and finest printed.—Journal (Te-Nost complete work of the kind ever published.-Era amestown, Pa. Letter, Aug. 9. Best work of the kind we ever saw.—Enterprise (Ferudale Cal Letter, Aug. 10, 1880) Life not see how it can be improved -S. M. Pettengill & Co., New York, July 24, 1888. Most complete ever issued in America. -Register (Tal-botton, Ga) Letter, Oct. 1, 1880.

You have our best wishes for its future. -Times (Parkes-burr, Pa.) Letter, Sept. 25, 1880. Almost indispensable to our office -- Banner (Hastings, Mich.) Letter, Sept. 24, 1880. Very excellent - National Advocate (Independence, Iowa) Letter, Sept. 27, 1880. The best of all your efforts in t at line, -Fort Atkinson (Wis.) Union Letter, Aug. 9. The book does you creat credit.—Texas Sun (San Antonio) Letter, Sept. 10, 1880. Think yours the best agency in the U. S.-News (Leba-nos, Teon.) Letter, Aug 12. The most complete of any.-Utah Farmer (Sait Lake City Utah) Letter, Aug. 20. A marvel of reliability.—Democratic Messenger (Mead-

1 prize the book Very highly - Democrat (Carydon, lows Letter, Oct. 1, 1880) The best I have ever seen.—Bellefontaine (0.) Republiike the book very much.-Democrat Smethport, Letter, Aug. 24, 1880. An surprised at its general correctness.-Toulon (Iii.)

Gradly pleased with your Directory.-Citizen (Natick, Mass. Pastal, Sept. 21. An excellent work.—Times and Standard (Manistee, $N\approx 0$ -Letter, Aug. 10 the most complete work.—Rock Creek (0.) Banner Aug. 15, 1881.

ertainly par excellence.-Journal (Decatur, Ind.) is smoth as in its line -- Banner (Loudon, Tenn.) Aug. 17, Issu. ly valuable work.—Wesleyan (Halifax, Nova Scotta) tecomplete. Perfectly reliable -Times (Webb City, Letter, Aug. 10.

t considere work of the kind,-Sentinel, Enfield, VA letter, Directory -Sunday Picayane (Alexandria, Vi tetter, Aug. 14 1) for the volume, American Bee Journal (Chicago, 1) for the i , Aisc, 11 $K^{(k)} = \lim_{t \to 0} \lim_{t \to 0} \max_{t \to 0} work$. Times (Madisonville,

Phylogeter, Aug 12 Early valuable.-Literary Notes (Kearney, Neb.) Let-ter, Sept 28 (380) ter, sept 7, 1880 pronounce if very correct-Democrat (Olean, N. Y.) ndsome and complete-Farmington (No.) Times

Little best book of the kind.—Enterprise Chayton, III.) I more coats your Directory.-News (Nappance, Ind.) in-highly good.-Appeal (Carson, Nev.) Letter, No in it lightly .- Industrial Era (Albia, Iowa) Letter,

A superior work -Christian Radical (Pole, III.) Letter. A with hid book -- Advocate, (Arlington, Mass.) Letter, A ... the last letter. rkilly currect.-Courier (Durand, Wis) Letter,

to bable book - Telephone (luneau, Wia) Letof volume.-L Union, H. Hyacinthe, p. 2 . Let-A work -Clyde (0) Enterprise and Sentine Let-

Il the than ever - Signal (Habylon, N. V.; Letter, Aug. - I of -Sentinel (Amsterdam, N. Y.) Letter, Aug. F := Hent - Dispatch (Pleasant Hill, Mo.) Letter, Sept. An excellent book -- Citizen (Scotland, Dak.) Letter,

A good work.-Leader (Grand Rapids, Nich.) Letter, Correct Very excellent-New Stanberry (Mo.) Letter, Very useful.-Virginia City (Nev.) Chronicis Letter,

A fine work.-Unliterian (Margaretville, N. Y. Letter, Hook is very nice. -J. A. Poole, Oswego (S. Y.) Letter, Fitticely fair and just -Blade (Meridian, Tex.) Letter,

The best-Phonograph (Taylorville, Tex) Letter, Aug. First class - Express (Knexville, Iowa) Postal, Aug. 11. Valuable, --Herald, Newark Valley, N. Y., Oct. 11, 1880, Excellent -- Leipsic Free Press (O.) Letter, Aug. 10, 1880

Valuable,-Democrat (Ithaca, Mich.) Letter, Aug. 30, aluable.-Leader (Genos, Neb.) Letter, Aug. 20.

Commendations from Sundry Advertisers. I have regarded your AMERICAN NEWSPAPER DI We have subscribed for the work from its first issue, and we cannot get alone without it.—Seth W. Fowle & Sons, Proprietors of Dr. Wistar's Ralsam, Boston, Mass. The most reliable publication of the kind ever issued. Has always been our standard authority for circulation. Other information in regard to newspapers.—April 21, 1890.

1880. We have used it from the first volume to the lest, and find it indispensable in our business.—Fireming Brothers, Proprieturs of Dr. C. McLann's Celebrated Vermings and Liver Phils, Pittsburgh, April 27, 1880. We could not get along without IL—April 1, 1878. It has become a necessity in our business. May 23, 1877.

any in our business.—May 22, 1877.
The only original work of the kind in existence. With
us it has stood upon its merits for the past say years, and
investinging in hundreds of instances has proved its
worth. We are actisfied to rely on it where money is
concerned.—G. W. Toruser & Ross, 16 and 17 Dock square,
Boston, April 13, 1880.

Hoston, April 13, 1889.

We could not conduct our business intelligently and successfully without the information it contains. We consider its statements of circulations the most reliable possible to obtain -P. W. Zergler A. Co., Publishers of Books sold by Canvassers only, Philadelphia, April 15, 1889.

Is indispensable in our business. We have had frequent occasion to test its accuracy, and the results have invariably confirmed its statements—D. Ransom, S.n. & Co. Western Medicine Warehouse, Suffalo, N. Y., April 15, 1880.

Impartial and in good faith.—Johnson, Clark & Co. Manufacturers of Sewing Machines, 30 Union square New York, April 12, 1880. We prenounce it the mos-complete book of the kind ever issued.—May 31, 1877. We have made frequent and valuable use of your Di-rectory, and find it full of information of practical benefit in our business.—S. S. Serauton & Co., Book Publishers, 281 Asylum st., Hartford, Conn., May S, 1877. To large advertisers it is certainly an indispensable article.—David E. Foutz, Baltimore, Md., May 28, 1877. Ind. 11 indispensable in conducting the advertising department of my business.—April 27, 1880. The volume is invaluable. "Domestic" Sewing Kachine Co. Manufacturers of "Domestic" and "Grover & Baker" Sewing Machines, and "Domestic" Paper Fashions, New York, May 19, 1877.

For several years we have used and relied upon it ex-closively.—P. H. Drake & Co. (Lyon M'by Co.), Proprie-tors of Fiantation Bitters and Mustang Limment, New York, April 21, 1880. We believe it to be a full, complete, and reliable guide, comprehensive standard for general newspaper in-rmation.—John F. Henry & Co., 24 College place, N., April 23, 1880.

Before we make any contracts for advertising we al-ars consult the American Newspaper Directory.—Ken-dy & Co., Special Agents for Carboline, Pittaburgh, 1t has been our principal guide in the expenditure of carrie five hundred thousand dollars for salvertising.— C. C. Allen & Co.'s Publishing House, Augusta, Me., April

It is to the judicious advertiser what the dispensary is to the careful druggist —Geo. R. White (Weeks & Potter, Wholesale Druggists, 360 Washington st.), Boston, May 7, 1877.

We believe that it is about as near perfect as such a work can be made.—I. S. Johnson & Co., Proprietors of Johnson's Anodyne Liniment, Baugor, Maine, May 7, 1877.

The annual production of such a Directory bespeaks an enterprise and a vigor of administration peculiarly your own.—John B. Minor, University of Virginia, May S, 1877. We could not keep house without your Directory, and would not be without it if it cost one hundred dollars.— The Ferris Publishing Co., Albany, N. Y., April 27, 1880. We have used the American Newspaper Directory ever since it was published.—S. H. Parvin & Sons Pioneer Advertising Agency, Chicamati, April 14, 1880. Everything pertaining to the book rings of good, honest material.—Dr. D. Kennedy, Endoust, N. Y. May 8, 1877, I cannot get arong without it.—Feb. 25, 1878.

We "find the book" not of "some value," but of even value.—Enoch Morgan's Sons Co., Manufacturers of Sapo-lio, 20 Park place, New York, May 10, 1877. During our busy season your Directory is in constant use, and a great benefit to us -James Vick, Beedsman and Florist, Rochester, N. Y., May 24, 1877. Should be at a loss to conduct our advertising satisfac-torily to curse ves without its sid.—A. S. Barnes & Co., Publishers, New York, April 27, 1880. We could not very well get slong without it.—Dr. Swyne & Son, 330 North 6th st., Philadelphia, April 13, 1883. Value it bild by —April 1, 1878. Complete and full in every important particular. A certrable book of reference.—P. Lorillard & Co. (Establated 1760; New York, May 1, 1877.

It is constantly used by both advertisers and advertising agents.—Chas K. Miller & Co., Newspaper Advertising Agents, Chicago, April 29, 1880 dost complete and valuable.—Dunville & Co., Belfast, land—Samuel McCounell, Sole Agent, U. S. Branch 49 oad st., New York, May 10, 1877. A very complete work, much needed by advertisera.— Washburn & Co., Seed and Horticultural Warehouse, 100 Tremont st., Hoston, May 23, 1877. Five years since we settled upon your DIRECTORIES a standard.—P. Powell & Son, Gun Dealers, 238 Main t. Cincinnati, April 28, 1880. The intrinsic merits of the work are of untold value — J. C. Smith, Principal Iron City Commercial College Pittsburgh, May 23, 1877. It is quite evident the book will answer the purpose.— Geo. A. Gordon (Dr. J. C. Ayer & Co., Advertising Desk), Lowell, April 16, 1880.

I greatly admire the thoroughness and industry it ex-hibits.—Hon. William Strong, Justice U. S. Supreme Court, March 4, 1870.

A very complete and valuable work for advertisers -amoust Publishing Company, 19 North 7th st., Philadel hia, May 5, 1877. We have found it valuable.—E. M. Tubbs & Co., Proprietors of "Ring's Vegetable Ambrosia, Manchester, N. H., April I, 1878. To me it is great help. I find it indispensable.—Geo. W Witbeck. Proprieter of Nassau Card Co., Nassau, N., May I., 1880. There is scarcely a day that we do not want to-refer to the a business transaction. - O. P. Brown, Jersey City, N. J., May 4, 1877.

Invaluable to the advertiser.—Bagg & Batchelder, Wholester and Retail Dealers in Seeds, Springfield, Mass., May 24, 1877. Use it every day, and would not be without it on any account.—Gray Medicine Company, Detroit, Mich., April You have surpassed all your previous efforts.—Wells & Richardson, Wholesale Droggists, Burlington, Vt., May 9, 1877. A great help in making up estimates.—Hop Bitters

Manufacturing Company, Rochester, N. Y., April 28, 1880. This work we regard as valuable.—Herring's Champion Sales, 251 and 252 Broadway, New York, May 18, 1877. Truthful and reliable. -- Morse Bros. Proprietors of the Rising Sun Stove Pulish, Canton, Mass., April 14, 1880. I regard it as the best guide to those who intend to advertise -Jos A. Dunn, Enzabeth, N. J., April 28, 1880. We use it constantly, and find it of great value as a guide.—Dundas Dick & Co., New York, April 27, 1880. Certainly is the best publication of the kind we have seen -- Francis & Loutrel, New York, Arril 27, 1889. We esteem it very highly .- John F. Pott r & Company, No. 617 Sanson st., Philadelphia, May 29, 1877. It is just the thing for advertisers to have -J. B. Burr Publishing Co., Hartford, Conn., May 23, 1877. Excellent -Ivison, Blakeman, Taylor & Co., 138 and 140 Grand at, New York, May 19, 1880. A book which we prize highly.—Mercantile Agency, Dun, Barlow & Co., N. Y., May 3, 1877. We value it very highly .- Alongo Flack, Hudson River Inst., Clavernek, N. Y., May 19, 1877.

Is in constant use in our effice.-J. B. Minick & Co., Washington, D. C., April 27, 1880. A very useful guide -- P. Doff & Son (Duff's Mercantile College), Pittsburgh, May 23, 1877. It is my standard reference.-H. R. Stevens, Proprietor of Vegetine, Hoston, May 28, 1877. We find it a very useful book.—S. T. W. Sandford & tons, New York, April 27, 1880. Leon-ider it an indiscensable guide. -Dr. Wm. H. Tutt. New York, April 27, 1880. Of much benefit to us-Mason & Hamiin Organ o., Boston, May 23, 1877. A vanishie book - Joseph Burnett & Co., 27 Central at., Hoston, May 23, 1877. A very valuable and useful work.-J. H. Bufford's Sons, Hoston, May 29, 1877. A very useful compilation.—Lane & Bodley Co., Cincinnati, May 23, 1877.

An indispensable work. - Hostetter & Smith, Pittsburgh, Invaluable.-R. V. Pierce, Buffalo, N. Y., May 7, 1877.

A Newspaper Headquarters

commenced for the purpose of ascertaining the actual number of newspapers received at 10 Spruce street in the six working days which constitute a week. The following was the re-

3,496

The excess of the totals beyond the sum of the datiles and weekijes added represents semiand tri-weeklies, bi-weeklies, semi-monthlies, monthlies, and quarterlies. The grand total for the week of all editions was 9,337. Not one of these papers is subscribed for; all are contributed by the publishers to sustain the Newspaper Advertising Bureau as a receiving depot in New York for the convenience of advertising patrons. In many thousand papers in every section of America the following card will be noticed, kept continually standing:

THIS PAPER may be found on file at Goo. P. Rowell A Spinore M.), where the Assemblace Advertising Bureau (O IN NEW YORK).

If the subscription price for all these papers should be added together, it would represent a A valuable book.—Tribune (Wargen, O.) Letter, Aug. 18, vided for the President of the United States. sum not very much less than the salary pro-

GEO. P. ROWELL & CO.



THE ADVERTISING AGENT. A man wishing to sell a farm, factory, village ot, or a business interest, may believe that a customer would be more likely to be found in Chicago, Washington, or Louisville, than other cities, but not know the names of the papers most likely to reach a possible buyer in those places or the cost of inserting his announcement. This information it is the province of the Advertising Agency to furnish, and the reputation of the agency must be the guarantee to its customer that the information will be given with knowledge and in good faith.

Those who require the services of the Adver-tising Agency may be found in every path of business: States or Railroad Companies wishing to attract settlers to desirable but unoccupied lands; Bankers who sell railroad and other investment bonds; proprietors of patent medicines, persons who have patent rights, books, or other articles to sell, whether through canvassers, peddlers, or otherwise. Newspapers announce their prospectuses and desirable premiums. Steamships advertise excursions or reduced fares. Summer Resorts issue announcements to attract visitors. Educational institutions seek pupils. Business men want skilled workmen or assistants. Clerks and others desire situations. Brothers, husbands, and sons disappear, and must be advertised for in the cities where they were last heard of, New corporations seek stockholders who have money to invest. Through the entire round of affairs advertising has to be brought into frequent requisition. It often happens that men who never expended a dollar for advertising suddenly find themselves obliged to make a considerable outlay without time for deliberation, or the possession of any knowledge of the methods to be employed. It is for the benefit of these that advertising agents exist.

The proprietor of a newspaper, the clerk in his employ, the special canvasser who represents him, are never the proper persons to whom an advertiser should apply for information about the best medium for spreading abroad his announcement. From the nature of the case there is but one reply to be expected, namely: "Advertise in 'our ' paper." They do not possess, and it is not their business to possess, the peculiar information about a competing journal which may make it the more economical medium through which the advertiser may accomplish the purpose he has in

To know that the Louisville Courier-Journal and the Washington Star are the papers which give greatest publicity in their respective cities : that more skilled mechanics read the Scientific American than any other paper; that the Boston Transcript or Harper's Bazar are scanned by ladies to an extent unusual with most journals; or that the New York Times and Tribuna give better satisfaction than any other dailies to persons who issue educational announcements: to be able to designate the political tendencies. the literary peculiarities, the declining or growing popularity of particular journals to know what statements of publishers to rely upon, and what to discredit, where most service can be obtained for the money what prices are high, and what are low, is the province of an advertising agency. Its success will greatly depend upon the prompt accuracy with which it imparts to its patrons the desired information.

The advertiser of greatest experience cannot have the same familiarity with newspaper values and rates which his extensive dealings secure to the agent kept constantly in communication with publishers of every class; but the better posted the advertiser the more readily and certainly will he be able to decide upon the value and importance to him of the special in-

formation which the agent claims to possess. THE OBJECT OF OUR ESTABLISHMENT. Our Newspaper Advertising Bureau, 10

Spruce st., New York, is an establishment intended to facilitate the convenient and systematic placing of advertisements in newspa-It is conducted upon the principles which we conceive to be the right ones for securing best results to the advertisor, the publisher, and ourselves.

Extract from New York Times, June 14, 1875. Ten years ago Messra Geo. P. Rowell & Co. established their astvertising agency in New York city. Pive years ago they absorbed the bioxiness conducted by Mr. John Hooper, who was the first to go into this kind of enter-prise. Now they have the satisfaction of controlling the prise. Now they have the satisfaction of confroining timest extensive and complete advertising connects which has ever been secured, and one which would hardly possible in any other country but this. They ha succeeded in working down a complex between into thoroughly a systematic method that no change in a newspaper system of America can escape natice, whithe widest information moon all tones interesting to a vertisers is placed readily at the disposal of the public,

We undertake to represent American newspapers-not only the newspapers of the city of New York and of all other American cities, Religious. Agricultural, and other class newspapers, but also the small country journals. We receive regularly and keep on file the newspapers of every description throughout the land, whether issued daily, weekly, or monthly. Our regular mail averages between fourteen and fifteen hundred different publications daily.

CONFINED STRICTLY TO NEWSPAPER ADVERTISING AND TO AMERICAN NEWSPAPERS We confine our transactions to newspapers. and do not accept or undertake the management of other classes of advertising, such as books, sign boards, posters, or job printing, It is our hope that by adhering to one branch

of advertising we may make ourselves masters We also restrict our dealings to newspapers published within the geographical limits of the

United States and Dominion of Canada. THE SYSTEM OF ARBANGEMENT. FOR NEWSPAPER

FILES, We have a system of filing newspapers by an arrangement of shelving and partitions, separate space being accorded to each, and labelled with the printed name of the paper it is intended to accommodate, by means of which arrangement a stranger can find any paper he wishes to examine with something like the readiness with which he would a word in a dictionary, a name in a directory, or a book in a library catalogue.

THE NATURE OF THE SERVICE WHICH IT IS OUR BUSINESS TO RENDER TO THE ADVERTISER,

Our firm undertakes to maintain an estab lished credit with every newspaper office, and to have at hand a schedule of charges adopted by the publisher of each for advertising space in its columns; to be able to quote those rates to an advertiser who wishes to insert an advertisement in one or several, and to procure the prompt insertion of the advertisement without any extra charge for the service rendered; which service consists of quoting the price; printing or writing as many duplicates of the advertisement as may be required to furnish one to each paper to be used; forwarding the copy for insertion at our own expense for postage or messenger service; examining the papers to see that the advertisement appears when and in the manner that it ought to; checking each subsequent issue of the advertisement, in each paper, in a book kept for the purpose, at all times subject to the inspection of the advertiser, and marking

appears; so that when the advertiser comes for sends) for the purpose of having the files examined (to see that the service for which his money pays has been actually rendered), the eye may light promptly upon his announcement, without the labor of searching a whole

paper or page.

If errors or omissions occur it is our duty to notify publishers, at our own expense for labor, postage, or messenger, and to see to it that the publisher of the paper actually does the specifled service for which the advertiser contracted. OUR REMUNERATION.

We are paid for the service rendered the advertiser and for the expense of keeping up our establishment by a commission from the newspaper upon the price of the advertisements fur-

For instance, a five-line advertisement to appear in the New York Daily Times, the schedule price of which is twenty cents a line, makes a charge of one dollar. We charge the advertiser one dollar, and, when sending the order, the paper is instructed to charge us the same amount; but when we pay the bill, a rebate or commission of 10 per cent, is allowed to us as "Advertising Agents."

If the charge, instead of one dollar, should be a larger sum, our profit or commission would still be 10 per cent.; so that, upon a onehundred-dollar advertisement we should make ten dollars, and fifty upon one amounting to five hundred.

The commission allowed varies with different papers, and, in most cases, is more liberal to us than that fixed by the New York Times. Some times advertising orders are very large, otherwise it would not be possible to maintain our establishment with the considerable expenses necessary for making its appointments com-

Although a good proportion of our orders are for small amounts, varying from one dollar to fifty, it not infrequently happens that single advertisements are sent us which cost a thousand and sometimes many thousand dollars.

THE ADVANTAGES TO AN ADVERTISER OF DEAL-ING DIRECTLY WITH THE PUBLISHER OF A NEWSPAPER.

Advertisers sometimes inquire whether, if dealing direct with the publishers of newspapers, they would not be able to obtain the allowance or commission. Our observation teaches us that if the amount of their patronage is large they will generally be able to obtain a concession from the rates. Nearly every publisher of a newspaper, in fact, almost any man of business, likes to come in direct contact with his customers, and holds out inducements to that end, but the real object is pretty universally admitted to be the attainment of a larger percentage of profit; and it has been the result of our experience and investigations that the most honorable publishers make no pretence of allowing an "agent's" commission to an advertiser doing his own business, and that those who are willing to make such a concession generally get a better net price than they would expect if the order came through our hands. OUR CUSTOMERS ENTITLED TO OUR BEST SERVICES.

Whenever we are doing the advertising for any individual or firm we consider them entitled to our best services. If they suggest using a paper which we know to be not the best for their purpose, we say so and give the reasons. We often expend a good deal of time for very small advertisers, much more than the profits on their patronage would warrant; but as they intrust to us what they have to disburse, and influence in our direction the patronage of their friends and acquaintances, we are

OUR PROMISE.

We promise those advertisers who intrust heir advertising patronage to our management that we will not allow them to be charged in any instance any more than the publishers' schedule rates; that we will procure for them the acceptance of any advantageous offer made to them definitely by any newswaper publisher, advertising agent, or canvasser of responsibility. Although we are unwilling to do work without a profit, and never offer to do so, yet in conformity with the promise made above we sometimes find it advisable. Competitors, anxious to gain a hearing and secure attention, occasionally make offers which it would advance the true interests of our customers to accept, In such cases we hold ourselves bound to secure the bargain offered. INSTRUCTIONS TO APPLICANTS FOR INFORMATION

ABOUT ADVERTISING, Applicants for our services should note the

nstructions given below, as by so doing delay and correspondence will often be saved. COPY.

A copy of the advertisement to be used is the first requisite.

Nothing else so well tells the object which the

If it is not possible to prepare the copy for exhibition when negotiations are commenced, it is well to select from some newspaper a similar advertisement, and all figures and estimates can then be made for that as though it were the opy actually to be used.

Some newspapers insert no medical advertisements; some object to such as seem to promise the public more than it would seem possible to give for the consideration asked; some exclude announcements which leave the reader in doubt concerning the object or business of the adveriser; many decline to place before the readers the prospectuses of other newspapers. In certain States the laws forbid the publication of any scheme which partakes of the character of a lottery or gift enterprise.

So also many papers have special rates for certain classes of advertisements; as, for instance, Amusements and Legal Advertisements are often charged at an advanced price, while New Books and Railroad or Steamship Time Tables are in many prominent journals adver tised at a discount of 25 to 50 per cent, from the schedule fixed for other kinds of business.

SPACE. The space which an advertisement is to occupy should be designated if the advertiser is particular upon that point.

This should be in inches or lines, and if in ines, the kind of type should be specified Agate or Nonparell). The term "SQUARE" should never be used in this connection; its meaning is too indefinite.

If the advertisement requires no special display, the space may be ordered to be "as small is possible." If only a head line or one display line is

sufficently definite. If definite instructions are not given at the ime of sending copy, we consider that the matter of space is left to our own judgment and act accordingly.

wished to be made prominent, that statement is

DISPLAY. When printed copy is furnished, in the abnce of instructions to the contrary, it is taken indicating the style of display desired.

When an advertiser is content to leave the matter of display to our own judgment, it is generally best for all parties, but in contracts of importance it is our custom to have sample dvertisements printed and approved before forwarding for publication. For this service it is not our practice to make any charge.

NAMES OF THE NEWSPAPERS.

After the advertisement has been determined upon, the next matter of importance is the names of the newspapers to be used. The list should designate whether daily or

weekly issues are wanted, or both, and whether, in dailies, the advertisement shall appear once twice, thrice, or six times a week, or include a sunday edition, if one is issued in connection with the paper under consideration.

When the advertiser is competent to do so, he usually makes his list without aid from us. When not posted about newspapers it is a general practice to write out a list of towns and submit it to us, after which we write against each town or city the paper or papers which we recommend as best calculated to serve the interests of our patrons.

Sometimes our patrons are unable to name the papers which they ought to use. They wish to reach a class or section. For such it is our

accomplish the object which they have in view. THE AMOUNT OF MONEY TO BE EXPENDED. Persons who have had little experience as advertisers often have a pretty clear understanding of what they would like to do, but are entirely ignorant of the probable cost.

We have made out for such a person a plan of advertising calling for an investment of \$5,000, and on submitting it for approval, found our customer dismayed at the magnitude of the expense, he not having contemplated an expenditure exceeding \$200 or \$300. In such a case labor would have been saved if at the commencement of the negotiation the question. How much money are you prepared to devote to this advertising?" had been asked and answered.

We work with the advertiser and for the advertiser precisely as an expert whose services were obtained to aid him at his own office would do-precisely as the advertiser would do his own business did he possess our facilities. knowledge, and experience. Address

GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce street.

WHAT IS DONE WITH THE NEWSPAPERS.

A PART OF THE ROUTINE WORK OF NEWSPAPER ADVERTISING RUREAU. Visitors to the advertising Bureau of Geo. P.

Rowell & Co. ask a variety of questions, of which the following are samples: What do you do with all these newspapers?

How do you use them in your business?" "In what way do you make them available for the interests of your customers?" "How many do you receive in a day?" "Do they all come brough the Post Office?" &c., &c.

It is the object of this sketch to answer these questions. Let us trace the history of these papers from the time they leave the press until-after passing through the mails and performing their part

in the business of the Bureau—ther are con-signed to the boilers of the paper makers. The bulk of the papers received at the New York Post Office are received in what are called the "Dis bags;" they come by the "Dis Mail," or, in other words, direct from the large dis-

tributing offices.

As soon as possible after being received, the ongs are emptied on large detached semi-circular counters having openings or "spouts. Each of these is labelled with a firm name. You will find the name Geo. P. Rowell & Co. re-peated at each of these tables, as that firm receives the largest newspaper mail which comes to New York. The papers are thrown into these wide wood

on mouths, whence they drop into bags on the other side. A section of this side of the table is here shown:



Through the grated opening above the bags the papers may be observed dropping constantly into their receptacles. When the bags are full the grating is opened, the papers are pressed down, and the bag is tied up and put aside for delivery.

Those who would like to see how they are renoved from the Post Office may observe the picture here given, for it is by this method that the papers are carried the few steps necessary to introduce them into the Bureau which for the next three months is to be their home:



In this primitive way, the Post Office delivers daily to the Bureau an average of three bags, each containing something more than three bushels of newspaper matter-making an aggregate of NINE BUSHELS OF NEWSPAPERS DAILY. On Mondays the average is seven bags, or more than twenty bushels, of papers to be taken

Arrived at the office of the Bureau, at 10 Spruce street, the bags are opened upon the



The papers are then carefully opened, and are folded in quarto and arranged in piles accord-



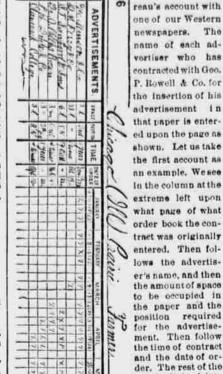
each lot all of those newspapers in which the firm's advertisements are running.



are to verify the insertion of each advertise ment in the papers of that tarticular State of section to which it is their spental duty to attend.



is ruled off by months and days, as here shown the cut being an exact reproduction in min-I mlainly in each paper the advertisament as it | duty to make known the publications likely to | fature of one of the pages of the checking book, | they also follow each other alphabetically ac-



P. Rowell & Co. for the insertion of his advertisement in that paper is entered upon the page as shown. Let us take the first account as an example, Wesce In the column at the extreme left upon what page of what tract was originally ontered. Then follows the advertiser's name, and then the amount of space to be occupied in the paper and the position required for the advertise position required ment. Then follow the time of contract

leaf is divided into

months, and these

opened at the Bu-

into the days of publication. Having found the advertisement, the clerk notes it under Jan. 11, thus: "A indicating that it is the first insertion made on that order. The second mark " and the two following characters indicate that correct insertions have been made. Then comes an X showing that the newspaper has omitted the advertisement. In this case the publisher is notified and required at the close of the contract to supply the omission. Otherwise, the cost of the advertise ment is deducted from the advertiser's account when the final settlement is made. The marks used are clearly shown in the diagram.



Each advertisement inserted on the order of the firm is marked on the paper with a crayon, so that no time will be lost in locating it should occasion arise for a reexamination. The following cut illustrates the manner of marking the announcement on the printed sheet:



It may be that the paper does not come to hand, a fact that the checking clerk cannot fail to ascertain as he makes up his daily account. In this case the missing journal is at once sent for, as no rule is more strictly adhered to than that which requires that ALL PAPERS MUST BE KEPT ON FILE FOR THREE MONTHS. It is a necessary part of the system of this house.

The examination over, each advertisement is plainly marked in the newspaper, so that it may readily be found whenever the customer wishes to examine his advertisements. Then the paper is marked with a free stroke of a crayon, which indicates that its contents have been checked.



Now comes the operation of filing-not only of those papers containing the firm's advertise ments, but of the entire newspaper mail of the

day.

This is done in a series of upward of ten thousand boxes or "pigeon-holes," each large enough to receive a newspaper foided in quar-These boxes are arranged in tiers as here

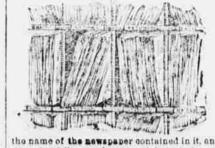


And these are arranged in galleries-a sec



Each gallery is labelled at its entrance with the name of the State or States whose papers are contained in it.





the name of the newspaper contained in it, and

The book is here | cording to towns and cities. The papers are arranged accurately by their dates, and there is an earnest endeavor to keep them in perfect order. This thoroughly systematic arrangement

makes it clear how this firm can produce, at a moment's notice, any edition of any periodical published in the United States or Canada, any time within three months of its date of issue. Visitors, whether or not wishing to advertise, are received courteously, and are accommo-

dated with any edition of any newspaper they may desire to examine. The newspaper publisher of any State has the

assurance that his paper is always on file in New York, and is accessible to all who may wish or need to refer to it. Having fulfilled their office in the Bureau,

and having become, after the manner of all newspapers, venerable at the age of three months, they are quickly disposed of The dealer in paper stock hurries them into his storehouse, and the paper mill grinds them up and rolls them again into new white paper, ready for fresh news and more business.

NEWSPAPER COMMENDATIONS

Geo. P. Rowell & Co.'s Newspaper Advertising Bureau.

paper Advertising Bureau.

Proprietors of the first and most extensive of these agencies in New York, they are well qualified to furnish information. The dotalls of the work transacted by the agency, and the way it is done, the perfection of the arrangements for facilitating the act of advertising, by relieving the advertiser of trouble and expense, and bringing before him all the various mediums throughout the country, with the necessary knowledge pertaining to them, are given with a minuteness that leaves nothing to be desired. All the particular respecting the character and position of a newspaper which an intending advertiser desires to know are placed before him in a most concise form.—N. Y. Times, June 7, 1874.

They conduct a model establishment upon, a system of

7, 1874.

They conduct a model establishment upon a system of which they are the originators, and which has grown from a small beginning until now it has become a mammatic enterprise extending over the entire country. The very large husiness they control enables them to secure to their customers many most important advantages—tiloncester (Mass.) Advertiser.

idencester (Mass), advertiser.

They are the largest customers the newspapers of the Cuited States have, and have so manaced to simplify and arrange the advertising system as to secure the greatest semants of publicity for the lowest amount of money which has ever been accomplished in the advertising words—Davenhort (laws) Democrat, Oct 19, 1887.

An experience of filteen years in the bashness and the annual collection and publication of newspaper statistics, have given to them a thorough mastery of their affairs and anexthesive newspaper connection, enabling those to place advertising contracts very adventageously—8t. Louis (Ma) (Globe-Democrat, March 9, 1889).

The admirable manner in which they put the advertisements, and the chean rates they offer, has attracted thomands and thomands of advertisers. That work intracted to them below well and jointeposity, all who have that the dealings with these centionne testaly—Pittsburgh (Pa.) Leader, March 21, 1889.

The largest and best Advertising Agency in the United

The targest and best Alvertising Agency in the United States. We commend it to the attention of those who wish to advertise in such a way as a secure the largest amount of robbletts for the base expenditure of money.—Pittsburgh (Pa.) Leader, May 20, 1870.

Thisburgh (Pa.) Leader, Nav 20, 1870.

The system adopted by them, novel and original in many respects, seems to be proving successful beyond precedent. They have reduced advertising to a more reflect system than has been known heretofore.—Hazieton (Pa.) Sentinel, Oct. 31, 1867.

A close attention to husiness, a watchfulness over the best interests of their customers and a prouppiness in the execution of all orders intracted to their care has been characterism of this firm from the outset.—Frank Lesie's Newspaper, Nov. 25, 1870.

By far the largest and most flourishing advertising establishment in the country, and in it is as well man-ared in the lutter as in the last, it cannot tail to become still more plantic and successful.—Springfield (Mass.) Republican, Oct. 18, 1870. Their systematic arrangements and prompt method of transacting desiress is inter-sting as an example of how transactions of unguinde and detail may be read red casy of control.—Boston (Mass.) Commercial Bulletia. April 1, 1870.

April 1, 1870.

By an unusual enercy have succeeded in perfecting in every detail a histiness that, more than anything size, tells of the growth and importance of the mospager business. Memphis (ferm), Appeal.

We can say emphatically, and all the agents aid publishers will agree with us, that there is no more faithful and satisfactory house to deal with —Great Barrington (Mass) Courser, Sept. 25, 1868.

We know of no business in the country conducted straighter, more promptly or homorably, and this is the verdet of publishers throughout the land.—Neenah (Wishungtete, March 18, 1876).

Their facilities, their terms for advertising, and satis-

Their facilities, their terms for advertising, and sette factory method of doing business, will account for their marked success. New Haven (Conn.) Journal and Conrier, dan 31, 1879. rier, Jam. 31, 1879.

By long and honorable business experience, have built up an enviable reputation, which is solid and enduring.—Buffalo (N. Y.) Commercial Advertiser, May 4, 1878.

Undoubtedly stands at the head among those who have carried the art of advertising to the highest degree of perfection—4 these N. Y. Journal, April 3, 1878. A visit to their new and handsome building is as good a essent on the value of order and system as can be imag-ned.—New York Evening Post, May 10, 1878.

The most enterprising, prompt, systematic, and relia le advertising agents with whom we are acquainted.— thile. Sunday School Times, April 12, 1875. Whatever is prompt, methodical, and straightforward, they practise in their devines, and only that -Boston (Mass) Commonwealth, Nov. 30, 1867.

In a long experience we have found them wise in judgment, and effectivities in in the execution of business.—New York Observor, March 18, 1883. Whoever avails nimself of this agency will find those conducting it courteaus and zealously in carnest —Bos ion (Mass.) Post Jan. 18, 1866. Out of the 8.6 to newscapers published in this country flow keep on file continually over seven thousand. - New York World, May 5, 1878.

We never realized the magnitude of American journal son until we visited their office. - N. V. Stor and Leather Reporter, March 18, 1886. Enjoy the reputation of being the most extensive Advertising Agency in the United States.—Brasecis (Belgium) (assette. They seem to have grasped the principle of adver-ising and reduced it to a system .- Aliston (N. V.) Reputs Their arrangements for effecting their business rapidly and successionly are almost period. -N. Y. Mail, Aug. 21,

Unquestionably the largest Advertising Agency in the world -London (Eng.) Printers Register, January, 1875. Trustworthy (a)though they ask no "trust"), prompt, nd efficient, New York Home Journal, Dec. 9, 1878. Best posted men in the United States on advertising --layerson (Tex.) Christian Advecate, Jan. 31, 1881. This agency is one of the most reliable and painstaking the country. -Bangor (Mc. Times, April 8, 1807. The largest Advertising Agency in the world -- London England Printing Times, Nev. 10, 1870. Are the first Newspaper Advertising Agents in the unted States - Hungarian Newspaper. Advert suc Agents-the largest in all America -London (England) Times, July, 1870.

SPECIAL ESTIMATES.

For any responsible advertiser making application in good faith, we prepare and furnish a written estimate, showing the cost of any proposed advertising in the load, no newspapers of the United States and Dominion of

We prepare and exhibit printed priors of any proposed ivertisement.
For the preparation of estimates no charge is made, and the applicant is played moder to congetten to trans-self his advertising business through he will self-appears to him that by so doing he will best adventished own inerests.

GEO P. BOWELL & CO.

To Spring at., New York

Newspaper Advertising Bureau.

TO ADVERTISERS.

ASER E. HOWELD IN CITY BELLECT LIST OF LOUAL NEW COURSE. And the state of t

IT IS NOT A CO-OPERATIVE LIST, IT IS NOT A CHEAP LIST. IT IS AN HONEST LIST.

The rational states exactly what the makers at the firm of a pass is reliable in fillly a 17th of a 17th o publishers which was presented by an action of the same scale and time are \$2,050,14.

The first control of the same scale and time are \$2,050,14.

The first control of the same scale and time are \$2,050,14.

The first control of the same scale and the same sc

188 different clies and lowns of which 26 me in radials, 163 lines of oyer 5.000 per line 1 468 Compty sate for color location of an in address GLO P. ROWLEL, A. 10 spruce at New York.